



PRESS RELEASE

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mobivention Acquires Download Content Business of Airmotion

Acquisition of profitable 'Download Content' Business of Germany's well known supplier

Considerable contribution in turnover and operating income as well as extensive synergy effects on mobivention's sales for 2008 expected

Cologne (Germany) – 19 May 2008 – Immediately effective, mobivention GmbH will extend its business activities through acquisition of 'Download Content' business of Airmotion from Munich.

The acquisition will contribute to a significant 6-digit increase to the company's operating income and result in 2008. Both parties agreed to keep financial details concerning the asset deal confidential.

Airmotion offers mobile content services in more than 30 countries. With its 'Download Content' business Airmotion specialized on delivering contents such as background wallpapers, MMS greetingcards and videos to mobile network operators and leading portals. This business area will be completely integrated into mobivention's business area 'Graphics & Videos'.

Dr. Hubert Weid, CEO of mobivention GmbH says: "Through the acquisition our roaring growth in operating income and profit will be instantly given a further boost. Thus, our market position as a leading supplier of mobile entertainment contents in Europe will be further strengthened."

"I am delighted to have chosen mobivention and I am confident that they will fully exploit the potential of the 'Download Content' business," said Manfred Söntgen, Managing Director of Airmotion. "mobivention perfectly brings along the expertise to push this business segment." Moving forward, Manfred Söntgen and his co-founders will continue to focus on Airmotion's publishing business unit, that provides mobile content- and community-services to portals such as Vodafone live! or "Alice".

"The synergy effects are extensive," adds Dr. Weid. "Our sales channels com-



plement each other perfectly, which is why we can further expand our channels in 53 countries currently. Beyond this effect it lets us expect a strong increase in turnover and profit. Moreover, mobivention will strengthen the headquarter in Cologne, Germany and increase the number of employees in Germany by roughly 10%," explains Dr. Hubert Weid.

With its new acquisition, mobivention consistently pursues its strategy to focus with innovative products and best service on profitable customer segments, thus extending its leading market position significantly.

"On the basis of the very positive business development it is planned to participate actively in the current merger activities in the market," explains Dr. Hubert Weid who does not eliminate any possibility of more acquisitions in the future.

About Airmotion

*Airmotion ranks as a leading provider on the international market for mobile content products. Editorial content and technology on the highest level: Airmotion brings traffic to mobile portals, creates SMS and MMS alert services and operates the two fast growing gaming communities 360-live.de and games-tm.de. With its 30 employees, Airmotion serves portals and net operators as well as device manufacturers such as Sony Ericsson and Nokia, or television companies like MTV and Premiere. In Germany Airmotion works with Vodafone, o2, T-Mobile, e-plus, T-Online, and AOL among others.
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About mobivention

*mobivention is a leading innovative international content provider in the new world of mobile entertainment. We focus on the production and distribution of innovative mobile entertainment contents – from graphics and videos to games and applications, delivering to our customers for distribution to their end users. The clear division of content and technology business enables us to quickly and easily integrate a variety of contents into all different kinds of service platforms – thus constantly adjusting to our customers' requirements and systems. Our process optimized business model and our up-to-date contents have put us in first rank with our customers' world-wide.
mobivention has its own in-house production. In addition to creating its own IP mobivention licenses content from well-known brands and produces and distributes mobile content out of it. The target group of our offering are mobile network operators, mobile portals and handset manufacturers. For more information please see: www.mobivention.com*

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